



# Vitamins & Nutritional Supplements

## Philippines

### Market Overview

- ▶ The US\$ 42 million Philippine Vitamin & Nutritional Supplement industry is 70% imported, and is growing at an average rate of 7%.
- ▶ Market demand is growing as consumers become more aware of the importance of health
- ▶ Prospects for products are determined based on the number of cases requiring supplements for treatment of illnesses and deficiencies
- ▶ Antioxidants (Vitamins A, C, and E) are very popular and are known to combat respiratory, cardiovascular, and cancer diseases
- ▶ Antioxidants are also known as beauty vitamins that enhance the skin, and promote the growth of healthy hair and nails.

### WHAT BUYERS ARE LOOKING FOR WHEN PURCHASING VITAMINS AND NUTRITIONAL SUPPLEMENTS

- ▶ Price – there are numerous imported and local brands, the more affordable products usually corner a fair share of the market.
- ▶ Quality – U.S., Japanese, and European brands are all perceived to have good quality; but brands have better name recognition and market acceptance.

### YOU SHOULD WORK WITH DISTRIBUTORS BECAUSE THEY:

- ▶ Register your products with the Bureau of Food and Drugs prior to promoting and marketing them in the country
- ▶ Take care of product promotion
- ▶ Market products through their nationwide sales network, through retail outlets, or multi-level marketing
- ▶ Develop a program for sustaining product lead or market share

### WE CAN HELP YOU FIND THE RIGHT DISTRIBUTORS THROUGH OUR MATCHMAKING SERVICES:

- ▶ Gold Key Service – features several pre-screened appointments a day with prospective agents/distributors.
- ▶ International Partner Search – provides a report on up to five qualified overseas agents/distributors who have examined a U.S. company's materials and have expressed interest in the company's products
- ▶ Single Company Promotion – Build market recognition and awareness, increase market presence and introduce new products to targeted customers in the Philippines through the Single Company Promotion (SCP). Our Commercial Specialists will work with you to plan, organize and execute strategies such as product launch, sales and marketing seminars, technology presentations and other marketing techniques.



Learn more about how we promote U.S. products and services in the Philippines by visiting our website at [www.BuyUSA.gov/Philippines](http://www.BuyUSA.gov/Philippines) or by contacting Commercial Attaché Brent Omdahl at [Manila.Office.Box@mail.doc.gov](mailto:Manila.Office.Box@mail.doc.gov).

